

Message Text

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ORIGIN COME-00

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EUR/WE - R. GALLAGHER

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FM SECSTATE WASHDC

TO AMCONSUL MILAN

INFO AMEMBASSY ROME

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E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: FY-75 IN-STORE PROMOTIONS

REF: MILAN 0344

1. RECENT BUDGETARY RESTRICTIONS NECESSITATE REDUCTION
IN FISCAL 1975 IN-STORE PROMOTION SUPPORT FUNDS FOR
ITALY, AMONG OTHER COUNTRIES. AS A RESULT ANSWERS
TO QUESTIONS RAISED IN REFTEL FOLLOW.

2. COMMITMENT TO LA STANDA REMAINS 50,000 DOLLARS,
DESPITE STORE'S RECENT REQUEST FOR DOUBLE THAT AMOUNT.
COMMERCE HAS NEVER CONTRIBUTED MORE THAN 50,000 DOLLARS
TO ANY ONE PROMOTION, AND HAS NO MORE THAN THIS SUM
AVAILABLE TO SUPPORT LA STANDA. THIS CONFIRMS CHARLES
JOHNSON UNDERSTANDING WITH STORE'S BUYING TEAM AT KIRBY
BLOCK, N.Y.C. IN FEBRUARY.

3. FUNDS FOR PROPOSED LARINASCENTE PROJECT ELIMINATED
FROM FY 1975 BUDGET, BECAUSE OF NECESSARY REDUCTIONS IN
OVERALL BUDGET. SUGGEST EMBASSY SIGN LETTER OF INTENT
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FOR PROMOTION TO TAKE PLACE OCTOBER 1975, BUT STATE IN

LETTER THAT DEPENDENT UPON FUNDS THAT MAY BECOME AVAILABLE ONLY IN FY 1976.

4. AS TO PROPOSED USDA PARTICIPATION IN LA STANDARDS OR LARINASCENTE EVENTS, USDA INFORMS COMMERCE THAT AGRICULTURAL ATTACHE MUST FORMALLY SUBMIT REQUEST TO USDA FOR CONSIDERATION OF ASSISTANCE TO POINT OF PURCHASE FOOD PROMOTION. RUSH

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